

COMMUNITY CONVERSATION NOTES

Table 1- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Eco Agricultural research hub
- Demonstration agricultural farm
- City subsidized support
- Collaborate and cooperate to support agricultural industry to encourage innovation
- No city monies to support industry

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Everything in category 4
- Amphitheater
- Concert venue
- Site 4 kept as natural reserve
- Skateboarding park with grand stands for competition viewing
- Restore site 4, make lagoon viable
- Site 2&3- category 4
- Don't generate large traffic
- Green as possible
- Sports complex
- Keep open space as possible such as trails natural as possible
- Enhance site 4 with natural plants
- North east corner of site 4 community center with large plaza such as farmer's market auto show
- Keep natural site 4
- Concert hall
- Sports arena
- Amphitheater
- Site 4 natural beautifully landscaped amphitheater sited towards lagoon parking off-site
- Site 2- city cultural center, performing arts center
- Site 3- enhance the non-natural things to support sites 2&3
- Potentially swap the farmers bldg land to buy one of the sites
- Site 4 use native plants
- Amphitheater
- Site 4 should be kept natural
- Performing arts center/ civic center

COMMUNITY CONVERSATION NOTES

- Skateboard park
- Outdoor sports arena
- Using site 3 to support uses (parking) on sites 2&4
- Swap farmers bldg to purchase one of the sites

Table 2- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Subsidize (like Flower Fields)
- Community gardens
- Funding (city)
- Commercial nursery
- Continue to subsidize Flower Fields
- Grow trees (less water use)
 - Tree forest
 - Nut trees
 - Commercial use
- Organic farming

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Support of requires vote of people
- Move power plant east adjacent to Cannon Rd to eliminate transmission lines
 - provides more useable op
- City Hall and Civic Center
- Trails (connect beach and inland)
- Cultural center
 - Music and art
- Amphitheater
- Create lane/reservoir
- Bike path
- Bus transit
- Playfields (like soccer)
- Tennis courts (with grandstand and club house)
- Provide natural green os (health/ well being)
- Create habitat to trade for other dev.
- Convention center
- Boat docks and rec. use on south side of lagoon

COMMUNITY CONVERSATION NOTES

- Site 4- cultural jewel
- Botanical garden near lagoon
- Parking lot
 - Future power plant?
 - How will it impact lands?
 - Does city get revenue?

Table 3- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Link lagoons to agriculture
- More access to agriculture land
- Linking de-sal to agriculture land
- Community gardens, recycle, compost wetland clean-up with community
- Focus on conservation of water
- Zone for agriculture only, no other uses, water for agriculture land
 - Higher priority for agriculture use
- Agriculture tourism, Flower Fields
- Relocate wholesale agriculture near area
- Tie uses to Flower/ agriculture use
- High priority use
- Community gardens
- Make information more available to public
- Utilize agriculture land mitigation fees to promote agriculture
- Improve irrigation, collect water

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Natural habitat, public access to lagoon
- Water reservoir, fire buffers
- Open space areas
- NO GOLF COURSES
- Park, access way, gardens, tea garden
- Ponds, water rec. animals paddock
- Trails, arboretum, botanical garden
- Amphitheater x3
- Historical center and trails
- (Veteran's Park) Integrate park with open space setting

COMMUNITY CONVERSATION NOTES

- NO Housing
- Sports complex (possibly site 2&3) (Field of Dreams in Palm Springs)
- Revenue share with city- active space
- Gardens, retain agriculture
- Retain natural habitat x2
- Sports complex x2
- Site 4- amphitheater natural habitat
- Historical/ cultural center
- Natural trails (site 4) with educational sections, interactive trails
- Paths for rollerblading/ bikes
- Horse park like Del Mar (not racetrack)
- Public putting greens
- Lawn bowling
- Miniature golf course
- Xeriscaping educational area
- Bird watching/ information area near lagoon (area 4)
- Trail with exercise stations (outdoor)
- Alternative energy/ solar
 - Educational area and information
- Outdoor theater similar to Moonlight Amphitheater in Vista- could use for both concerts and theatrical productions

Table 4- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Buy local- less transport out- good cash crop- promote it!!!
- Community garden
- Park- something to do there not just look at flowers etc.
- Horticulture program with schools- "How to Grow Trees"
- Grow seedlings for sale
- Farmer's market
- Swap meet
- Leave property alone
- Rotate crops "in season" x-mas trees- pumpkins
 - Let people pay to pick
- Algae biofuel site as a carbon offset project- would need the power plant)

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as

COMMUNITY CONVERSATION NOTES

active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Large concert hall- outdoors
- Drive- in movie theater
- Animal/ wildlife care/ learning center
- Boat marina
- Swap meet
- Green belt
- Tagging wall- for artists and other to express themselves paint it over every so often and start again
- Large community pool with slides and etc- mini water park
- Farmers market
- Bike trails- peddle and motor
- Car free zone
- Museum
- Art gallery with rental available for artists to sell and display their works, school, could display art too
- Skate park
- Intergenerational programming
- Recording studio's for rental to community
- Sports complex with opportunities for a variety of sports
- Dog park
- Roller rink/ ice rink
- Something that would create nightlife

Table 5- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Farmers market
- Community/ coop gardens
- R&D production
 - Inc: water conservation
 - New crops
 - Affiliated with university
- Heritage village
 - Teaching opportunity
 - Maybe in conjunction with R&D idea
- Work with current strawberry growers to gain safer application of chemicals added to grow
- Tourist interesting an attraction
- Economically advantageous

COMMUNITY CONVERSATION NOTES

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Regional conservation demonstration complex: tie together with hubs, de-sal plant, on site R&D agriculture, green buildings, other venues that explore new sources of energy and conservation
- Memorial gardens- Veterans, local family (heritage)
- Band shell- amphitheater
- Bowling green
- Bike/walking trails
- Driving range
- School/ center for environmental studies/ learning center
- Practical application
- Demonstration building for "green" techniques
- Regional parks: cooperative effort with other cities/ county/ state
- List of acceptable uses proposed by prop owners, choose from a list
- Water (AHL) related activity: paddle boats, kayak, etc
- Connect with de-sal tours: see learning center and water activities
- Water park
- Dog park (racing)

Table 6- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Research tax relief options
- Subsidize farmers
- City acquire the land because of uses not sustainable
- Encourage hydroponics (ag within a building)
- Research use of green houses and organic farming
- Cost to taxpayers of any subsidy or purchase is a concern because it is an unknown

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Workout stations in open space
- Amphitheater

COMMUNITY CONVERSATION NOTES

- Category 1- preserve open space with native plants- NO BUILDINGS!!!
- City hall okay with underground parking
- Library okay
- Picnic areas
- Executive gold course
- Post office
- Botanical garden
- NO flower market/ warehouse
- Farmer's market
- New Carlsbad Raceway
- Soccer fields
- Tennis courts
- Educational gardens for kids
- Community gardens

Table 7- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Organic farming/ non-subsidized
- Doesn't support ag being long term use
- Subsidize or ecotourism
- Concern about limitations on use of ag chem.
- Explore funding opportunities
- Philanthropy grants
- Community gardening/ organic farming
- Farmers market
- Gold course
- Floral trade center
- Open space uses that pay for themselves
- Ag museum/ tourist attraction
- Christmas tree farming and seasonal sales

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Miniature golf
- Flexible spaces that can accommodate a variety of uses
- Village arts center
- Cultural related activities

COMMUNITY CONVERSATION NOTES

- Film festival/ theater/ museum (visual)
- Skate park/ rec. area for kids
- Cultural recreational activities
- Amphitheater/ performing arts center
- Family focused/ community oriented
- Uses sensitive to the lagoon
- All uses should be interrelated
- Connect amphitheaters with museum of making music
- OS/ sports related uses/ trails
- Equestrian uses
- Concern about support uses for cultural related activities
- Bike trails/ trails in general
- Sports/ par course
- Multi-purpose sports stadium (local school use)
- OS not structured
- Activities open to lagoon/ water activities
- Connect with lagoon foundation

Table 8- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Water incentives (i.e. rate cuts)
- Allowing farmers to purchase land or long term leases
 - Land availability
- Education/ experimental agriculture (school partnerships)
- Ecotourism- university level extension- UC Davis
- Benefits of farming
- More positive press about benefits of farming
- Children's farm
- Community farms
- Farm history/ events/ activities
- Permanent farmer's market
 - Flowers, veggies, fruit, education
- Floral trade center relocation
- Organic farming
- Integrate art into agriculture
- Amphitheater
- Supports candidates at all levels that support agriculture
- Market importance of agriculture to Carlsbad and area
 - Uniqueness, benefits
- Demonstration gardens

COMMUNITY CONVERSATION NOTES

- Encourage landscaping that doesn't use as much water, save water for farming
- Food co-ops
- Farm worker housing

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Passive uses (especially in site 4)
 - Park
 - Amphitheater
 - Walking paths
 - Bicycle paths
- Dog park
- Educational center (agriculture related)
- Farmers market with street/ outdoor performers
- Demo gardens/ farming
 - Combo with other uses
- Botanical gardens/ center
- Sculpture park
- Outdoor amphitheater with food court and related uses
 - Jazz in park
- Historical artifacts- museum
 - Carlsbad history
 - Agriculture history
- Community recognition wall or display
- More emphasis on art
 - Art focus on agriculture history
 - Art museum
 - Youth art/ drama/ music
- Meditation garden/ zen garden
- Skate park
- Interactive activities for children (i.e. dancing waters)
- Farm worker housing
- Natural habitat- preserve
- Grass picnic area/ maybe outdoor movies in summer, holiday activities
- Horse trails
- Par course
- Bocce ball

COMMUNITY CONVERSATION NOTES

Table 9- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Emphasize the agriculture that is already there via branding and marketing
- Sustainable organic agriculture designable city staff to developing agriculture, like there is for Econ Dev or Redevelopment
- Education programs about agriculture
- Community supported agriculture
- Public/private partnerships, like the farmers market
- Encourage other crops, besides strawberries, or in addition to...
 - Vineyards, other flowers
- Expand farmers market
- Community gardens
- Don't forget the lagoon. For fish hatchery, water recreation, beach, boating, park

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Marina
- Extending the state beach system
- Interactive water activities
- Natural habitat of 500 feet from lagoon southward
- Fishing in the lagoon (stocked)
- Park
- Waterfront dining and entertainment
- Riverwalks like San Antonio, Providence
- Outdoor amphitheater (to expand TGIF, for example)
- Trails
- Mixed use for amphitheater
 - Weddings, events, etc
- Museum
- An alternative arts- street art, graffiti art, etc
- Education center on environmental issues such as recycling
- Large community composting center
- Regional park, like Irvine
 - Ball fields, museums, etc, sculpture garden
 - Mixed use
 - Balboa Park

COMMUNITY CONVERSATION NOTES

- Sculpture garden
- Skate park
- Paths for off-road, motorized vehicles- a legal place so they wont go in illegal places
- Mountain bikes too

Table 10- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- No control over ag
- Banned pesticides
- Promote organic- to make more money
- Chamber of Commerce involvement
- On site sales
 - Farmers
 - Local stores to support local ag
- Branded product- Carlsbad Grown
- Ag school/ test product/ university involvement
- Tourist attraction
- Economically viable crops
- Technology investment
- Labor/ housing issues/ cost
- Vocational ag school
- Endangered species preserve
- Animal rescue/ refuge
- Ag technology- incubator- high tech testing

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Site 4- passive uses- near water
- Park with bath-shower/ swimming
- Group camp ground
- Adequate parking
- Sports complex/ outdoor needed facilities
- Amphitheater- outdoor
- Alternative power testing
 - Solar/ wind/ recycled oil
- Community gardens
- Bicycle park/ skate park

COMMUNITY CONVERSATION NOTES

- Outdoor memorial garden/ cemetery
- Civic center
- Schools- public/ ag
- Cultural resource education
 - Outdoor natural setting
- Indoor performing arts venue
- Community use building
 - Small groups, bands, artists, etc
- Paint ball
- Walking. Bike trails
- Equestrian uses
 - Polo group
 - Arenas
- Dog park
- Preserve views- water- horizon
- Support commercial for civic uses and open space (along Cannon Rd)
- Minor league sports facility
- RV storage/ auto storage
- Indoor/ outdoor mall- flea market
- Boat/ passive/ non power facility
- Olympic train center/ pool
- Church
- Model plane, boats/ remote control field park

Table 11- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Grow a variety of fruits and veggies
 - Farmers market
- Discount on de-sal water
- Gov. subsidies
- Mixed used to sustain farm- bring in extra money for ag to sustain itself
- City advertise farmers market

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Well maintained and managed trail system

COMMUNITY CONVERSATION NOTES

- Passive and active uses on site 4
 - Hiking, biking, BMX track, wave park, interactive trails-connect with nature center
- Maintain Flower Field image/ feel
- Amphitheater- concerts
- Concerts inside a skate park
- Sports park
 - Baseball, soccer, football fields
 - Baseball fields for special needs kids
- Plant trees to counter global warming
- Need some type of connectivity with hotel, Flower Fields, open space, commercial
- Dog Park
- Farmers market

Table 12- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Financial incentive from city/ taxpayers
- Agriculture not feasible
- Legislate tax break
- Corporate support \$
- Partner with school for "Future Farmers of America"
- City purchase land
- Public outreach on agriculture
- City leases from property owners and sublease to farmers
- Public/ community gardens
- Grow local food supply
- Farmers market

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Real skateboard park with bleachers
- Park
- Nature study area
- Leave site 4 alone
- Skate park for site 3
- Pool, after school programs
- Soccer/ sports complex- multi-purpose

COMMUNITY CONVERSATION NOTES

- Open-air musical/ theatrical amphitheater
- Restore portions of site 4 with indigenous plants
- Trail system along the lagoon
- Civic center with public meeting spaces/ rooms
- "YMCA" - youth hangout
- Paintball park
- Bike paths separate from hiking trails
- Real dog park
- Frisbee park
- Mini sail boat pool park
- Mini golf
- Koi ponds
- Botanical gardens

Table 13- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Encourage truck farming
 - Intensive/ smaller space
 - Use of reclaimed water
 - More lucrative crops
- Set up bee farms
- Nurseries
- Establish botanical garden, restore marshlands and stream
- Lease to private/ smaller farmers
- Use for education
- Establish water incentives
- Floral trade center
- Duplicate "Pikes Market"
- Reduce water and distribution costs, drive tourism
- Research facility
 - Renewable energy
 - Organic farming

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

*Important note: Power Plant property needs to be kept in mind for future planning – do not be myopic in decision making

- Sports field complex- all sports

COMMUNITY CONVERSATION NOTES

- All sports- hard and soft scape
- Museums/ culture
- Concert venue
- Equestrian
 - Trail system along lagoon with connections to ?? rest of trail system
- College or branch of college (site 2 or 3)
- More nature areas in site 4- take advantage of the location/ view
- Amphitheater- like Moonlight or Oceanside Pier
- Aquarium
- Water access to public- public space
 - Rowing, sailing (non-motorized)
- Natural botanical park like Quail Garden

Table 14- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Having own food source
- Move farmers market
- Raise awareness of local ag and food production
- Ag for rural feel
- Local food
- Sustainability
- Fresh food (know where it comes from) organic
- Subsidize- tax break
- Partnership with land owner
- Attract people destination
- Publix access trails- lighting
- R&D
- Exotic foods= \$
- Education and jobs regarding agriculture
- Economic plan with city to facilitate sustainability

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- Community center (eg YMCA)
- Big park
- Trails
- Campground (\$4)- schools

COMMUNITY CONVERSATION NOTES

- Equestrian trails
- Community outdoor theater
- Cultural theater
- Drive in theater (movies)
- Freeway visible
- Sports arena
- Skate board park (\$3)
- Natural habitat
 - Next to lagoon
- Increase size of lagoon
- Wildlife preserve
- Dog park
- Retain kayaking
- Research center

Table 15- 12/3/07

Do you have any thoughts or ideas on what can be done to encourage or promote agriculture remaining in this area?

- Tax breaks
- R&D for local ag that needs less water
- Water efficient ag subsurface drip crops
- R&D for celulosic ethanol that is produced locally
- It should be ag that has a community benefit (not just plain ag)
- Locally produced food/ farmers market/ tax breaks as package strategy AB 32
- Grow crops that fit better with out local climate
- Winery, tequila
- Cactus (less water use)
 - Xeriscape demonstration program

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active and/or passive open space uses, cultural and civic open spaces uses, a combination of the above uses or other types of open space?

- City parks/ golf course
- Fairgrounds
- Outdoor theater
- Amphitheater
- Running trails
- Biking trails
- Forested park

COMMUNITY CONVERSATION NOTES

- Energy farm with concentrated solar under the power lines
- Botanical garden
- Fountain
- Race track (off road and on road)
- Outdoor pedestrian pavilion with restaurants
- Skate park
- Museums
- Site 4- trails, amphitheater
- Hedge maze
- Site 3- amphitheater or amusement park (next to Legoland)
- Hot air balloon launch area